



FIND OUT HOW CANADIANS ARE LISTENING TO RADIO AND WHAT THEY ARE USING THEIR TABLETS FOR!

THE MEDIA TECHNOLOGY MONITOR (MTM) RELEASES TWO NEW REPORTS EXPLORING THE WORLDS OF RADIO AND TABLETS

June 1, 2017 – Radio has long been a staple of the Canadian media landscape. Like other forms of media, new technologies are continuously changing the way Canadians consume all types of radio content. They are no longer restricted to traditional AM/FM radio receivers and now can access content via the Internet and via satellite. For the first time, the MTM focusses on Anglophones' use of AM/FM radio content on traditional receivers as well as on a variety of new platforms now available to them. Tablets too have become one of the technological drivers in the Canadian market. Anglophones have readily accepted them in their lives for work, pleasure, and personal communication. The MTM tablets report analyzes the Anglophone tablet market focusing on their use, market trends, tablets owners, their activities and ownership of other devices.

The MTM's **Radio** report highlights include:

- As it has for many decades, AM/FM radio continues to play a major role in the media consumption habits of Anglophone Canadians; today nearly 9 in 10 Anglophones listen to AM/FM radio;
- The majority of AM/FM radio stations now offer their content online, and Anglophones are making use of that content. Just over a fifth of them currently listen to AM/FM radio online;
- Online and satellite radio listeners tend to use their services to supplement traditional radio listening. Anglophones who listen to radio on new platforms and traditional radio tend to listen to more radio content than those who listen only on a traditional receiver;
- Less than one percent of radio listeners only listen to content via streaming or satellite

The MTM's **Tablets** report highlights include:

- Since their introduction in 2010, over half of Anglophones have acquired a tablet;
- Income is the driving force behind adoption of tablets with four in five high income earners (\$200K and higher) owning one;
- Although Samsung continues to be a strong competitor, Apple leads the Anglophone tablet market – two thirds of tablet owners have an iPad or an iPad mini;
- Streaming media, such as audio and video content, is becoming increasingly popular. Almost two thirds of Anglophone tablet owners watched video on their device, and more than a third listened to audio content.

For more information on the MTM, please visit our Portal at www.mtm-otm.ca or call: 1-855-898-4999